

File Copy
11/1/54fashion
calendar

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7-4447

35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|---|---|
| <u>WEEK ENDING FRIDAY, OCTOBER 29, 1954</u> | | | |
| Beginning Friday Oct. 29 | CRUISE INTO SPRING SEPARATES COLLECTION "Our Passport to Spring"--showing of separates by Joset Walker. Contact: Peggy Cantor, LA. 4-2036. | BELICIANO, INC. | 512 SEVENTH AVENUE SHOWROOM - 30TH FL. |
| Beginning Friday Oct. 29 | SHOWING OF HOLIDAY AND RESORT COLLECTION Mary Black's daytime, cocktail and evening dresses at continuous daily showings. Contact: PL. 8-2014. | MARY BLACK | 18 EAST 50TH STREET SALON |
| Beginning Friday Oct. 29 | OPENING OF SPRING COLLECTION Showing of "Young Viewpoint" Spring fashions for the 5'5" and under, at continuous daily showings. Contact: George Stupakis, CH. 4-4131. | GINSBURG & ABELSON | 1400 BROADWAY SHOWROOM - 27TH FL. |
| Friday Oct. 29 12:00 Noon Luncheon | PREVIEW: SPORTSWEAR & OUTERWEAR FOR MEN Waldes Kohinoor, manufacturer of slide fasteners and other products, will present its sixth annual collection of sportswear and outerwear for men and boys to the press and apparel manufacturers and retailers. Speaker: Jules Goldstein, secretary of Nat'l Outerwear & Sportswear Ass'n. Waldes Fashion Service will present an informal fashion clinic featuring a comprehensive collection of fashion ideas. Commentator: Mrs. Haydon Ross, Waldes fashion coordinator. By invitation. Publicity: Leonard Kirsch, at Waldes Kohinoor, EX. 2-3100. | WALDES KOHINOOR, INC. (LONG ISLAND CITY) | HOTEL PLAZA GRAND BALLROOM |
| Friday Oct. 29 6:00 P.M. Cocktails | WEEKLY MILLINERY FASHION SHOWS Oct. 29: William J. Nov. 5: Cesar Rubio. Nov. 12: Herma G. Contact: "Beverly", TE. 8-8000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000. | LEADING NEW YORK MILLINERS | HOTEL PIERRE CAFE PIERRE |

WEEK BEGINNING SUNDAY, OCTOBER 31, 1954

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| Oct. 31 | HALLOWE'EN (Sunday). | | |
| Sunday Oct. 31- Nov. 6 | NATIONAL PRESS WEEK IN CALIFORNIA Approximately 75 women's fashion editors will attend National Press Week in Los Angeles. Presentation of 45 women's and 11 children's lines, in addition to a men's fashion show by Men's Apparel Guild of California. By invitation only. Contact: William Maxfield, Exec. Dir., California Fashion Creators, 740 So. Broadway, Los Angeles. | CALIFORNIA FASHION CREATORS | LOS ANGELES, CALIFORNIA |
| Postponed Nov. 1 | McCUTCHEON'S PREVIEW OF HOLIDAY TABLE SETTINGS, ORIGINALLY SCHEDULED FOR NOV. 1 AT 9:00 A.M., HAS BEEN POSTPONED TO NOV. 8 (See Page 4). | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|---|--|---|
| Beginning Monday Nov. 1 2:30 P.M. | OPENING OF SPRING SUIT COLLECTION Handmacher-Vogel will show their Spring suit collection on Mondays at 2:30 P.M.; and Wednesdays at 10:30 A.M. Contact: Tillie Smith, LO.4-7832. | HANDMACHER-VOGEL | 533 SEVENTH AVENUE SHOWROOM - 15TH FL. |
| Beginning Monday Nov. 1 | OPENING OF SPRING COAT COLLECTION Originala will present their complete Spring collection of coats. By appointment only. Contact: BR. 9-8988. | ORIGINALA | 512 SEVENTH AVENUE SHOWROOM - 13RD FL. |
| Beginning Monday Nov. 1 | SLIPPER FASHIONS FOR MEN & WOMEN Showing of Rose Hogan's suede and goatskin slippers, as worn by Mary Martin in "Peter Pan"; also Cruise separates by Jean Carol and dresses by Jeanette Alexander. Contact: Ellen Lockwood, WI. 7-6122. | HO-GANS OF CALIFORNIA | ELLEN LOCKWOOD 1410 B'WAY - 19TH FL. |
| Monday Nov. 1 6:30 P.M.- 8:30 P.M. | FOURTEENTH FASHION TRAINING COURSE Fifth session: "Fashion Coordination"--Store, Buying Office. Speakers: Margaret De Mille, Bloomingdale's; Helen Lee Rimes, Kirby, Block & Co. \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | COMMUNITY BUILDING 40 EAST 35TH STREET |
| Nov. 1- Nov. 5 | NEW YORK SUMMER FURNITURE MARKET WEEK. Contact: Nat'l Ass'n of Summer Furniture Mfrs., 216 E. 49 St., PL.9-6440. | | |
| Beginning Monday Nov. 1- Nov. 20 | BELT FASHIONS THROUGH THE AGES Exhibit of antique belt replicas, shown with pictures of typical costumes of the historic periods, back to 1500 B.C. Also, showing of Charm Belts. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | CHARM BELTS, INC. | TRAPHAGEN SCHOOL 1680 B'WAY (52ND ST.) |
| Monday Nov. 1 10:30 A.M.- 12:00 Noon | PREVIEW OF WOMEN'S INT'L EXPOSITION Press preview of the 31st Annual Exposition, Nov. 1-Nov. 7, from 12:00 Noon to 11:00 P.M. Theme: "A Colossal Presentation--Of Women, By Women, And For Women"--with fashion shows, interior settings, art exhibits, and hand crafts. Admission: 90¢ (plus tax). Contact: Zena Trett, The John Morrissey Gray Co., 51 E. 42nd St., MU. 7-5587. | WOMEN'S NATIONAL INSTITUTE | 71ST REGT. ARMORY PARK AVE & 34TH ST. |
| Nov. 2 | ELECTION DAY (Tuesday). | | |
| Beginning Tuesday Nov. 2 10:30 A.M. | OPENING OF SPRING COLLECTION Showing of Pattullo-Jo Copeland's complete Spring collection at 10:30 A.M. daily. By appointment. Contact: LO. 3-5650. | PATTULLO-JO COPELAND | 498 SEVENTH AVENUE SHOWROOM - 14TH FL. |
| Cancelled Nov. 2 | THE JACQUES FATH-SCHINDELHEIM-LUPIA LUNCHEON SHOW AT WALDORF-ASTORIA, ORIGINALLY SCHEDULED FOR TUES., NOV. 2, AT 12:30 P.M., HAS BEEN CANCELLED. | | |
| Tuesday Nov. 2 7:30 P.M. Cocktails- Dinner | "SEVEN CROWN BALL" AND PAGEANT For benefit of Hospitalized Veterans' Service of the Musicians' Emergency Fund. Tickets: \$35.00. Contact: Burden Littell Bureau, 150 E. 61st St., TE. 8-6272. Publicity: Helen Havener, CH. 3-3623. | BENEFIT OF MUSICIANS' EMERGENCY FUND | WALDORF-ASTORIA GRAND BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Nov. 2- Nov. 9 | SIXTY-SIXTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578. | NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD. | MADISON SQ. GARDEN 8TH AVE. & 50TH ST. |
| Wednesday Nov. 3 9:30 A.M. Breakfast | PRESS PREVIEW: LEATHER COSTUMES BY BONNIE CASHIN Philip Sills will present his Spring collection of fashions in leather, designed by Bonnie Cashin. By invitation only. (<u>Note Change of Date</u>). Trade showings thereafter by appointment. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447. | PHILIP SILLS | HAMPSHIRE HOUSE THE COTTAGE |
| Wednesday Nov. 3 12:00 Noon Luncheon | PREVIEW OF FASHIONS WITH 1955 BUICK Showing of specially selected motoring fashions by leading designers, presented in conjunction with 1955 Buick. Show director: Vyvyan Donner. By invitation only. Fashion Publicity: Lind-Gilbert Assoc., PL. 3-4786. | BUICK MOTOR CO. (DIV. GENERAL MOTORS) | ESSEX HOUSE COLONNADES ROOM |
| Wednesday Nov. 3 12:30 P.M. Luncheon | FALL AND WINTER FASHIONS AT LUNCHEON Farquharson & Wheelock (Ann Cox) will present Fall and Winter fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | FARQUHARSON & WHEELOCK | HOTEL PIERRE COTILLION ROOM |
| Wednesday Nov. 3 12:30 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW Daytime, cocktail and evening fashion presentation during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Mme. Gyorky contact: PL. 8-2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | MME. ARANKA GYORKY (15 EAST 54TH STREET) | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Nov. 3 7:30 P.M. Dinner | SPECIAL DINNER FOR QUEEN MOTHER Annual dinner this year will honor the Queen Mother. Speakers: Earl Warren Chief Justice of the U.S.; Sir Roger Makims, British Ambassador; and others. Price \$25.00. Contact: Roger Hawthorne, MU. 8-9300. | ENGLISH SPEAKING UNION (19 EAST 54TH STREET) | WALDORF-ASTORIA BALLROOM |
| Wednesday Nov. 3 8:30 P.M. Dinner | SEVENTH ANNUAL AWARD DINNER The Society's award for "Outstanding Support of American Design" will be presented to Virginia Pope, Fashion Editor of the New York Times, with presentation made by Dorothy Shaver, president of Lord & Taylor, who was honored at last year's dinner. Proceeds for Fashion Institute of Technology and the Society's fund for fashion research. Tickets: \$20.00. Contact: Frances Duehren, LO. 3-5683; or LA. 4-7950. | SOCIETY OF AMERICAN DRESS DESIGNERS | WALDORF-ASTORIA STARLIGHT ROOF |
| Thursday Nov. 4 10:30 A.M. | PRESS PREVIEW OF SPRING COLLECTION Preview of the Christian Dior-New York Spring collection. <u>Trade showings at 2:30 P.M. on Nov. 4, 5, 8, 10, 12.</u> By invitation. Contact: PL. 7-2024. | CHRISTIAN DIOR- NEW YORK, INC. | 730 FIFTH AVENUE SHOWROOM - 7TH FLOOR |
| Thursday Nov. 4 12:00 Noon | PREVIEW OF SPRING COLLECTION Maria Krum will present her Spring collection to press and buyers. (Luncheon will follow show.) By invitation. Continuous showings daily thereafter. Contact: Dick Collin, CI. 7-3060. | MARIA KRUM, INC. | 41 WEST 56TH STREET SALON |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Nov. 4 1:00 P.M. Luncheon | LUNCHEON FASHION PRESENTATION Sada Sacks will present fashions by leading designers and custom originals. Press by invitation. Public by reservation; contact: PL.9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | SADA SACKS, INC. (671 MADISON AVENUE) | HOTEL PLAZA PERSIAN ROOM |
| Thursday Nov. 4 3:30 P.M. Cocktails | PREVIEW OF RESORT AND SPRING SUITS Briarbrook suits will be previewed with a new Birchbrook Junior collection. By invitation only. Continuous daily trade showings beginning Mon., Nov. 8 at Briarbrook, 1400 B'way; and Birchbrook Juniors, 512 Seventh Ave. Contact: Isabelle Crawford, BR. 9-7700. | BRIARBROOK SUITS; BIRCHBROOK JUNIORS | SHERRY NETHERLAND CRYSTAL ROOM |
| Thursday Nov. 4 4:00 P.M. Cocktails | RESORT & HOLIDAY MILLINERY PREVIEW Gustavo will present a preview of his Resort, Holiday and advance Spring hats. By invitation. Publicity: Maud G. Moody, LE. 2-5562. | GUSTAVO | 59 WEST 56TH STREET SALON |
| Friday Nov. 5 12:30 P.M. Luncheon | FASHION SHOW FOR HOTEL ASSOCIATION De Pinna will present a showing of what the well-dressed hotel manager and his guests should wear. Also, 100 years of fashions presented by Traphagen School. Show for wives of executives of American Hotel Ass'n of U.S. and Canada. By invitation. De Pinna Publ: Claire McIntosh, MU.8-2000. Producer-Commentator: Nola Luxford at Hotel Pierre, TE. 8-8000. | AMERICAN HOTEL ASSOCIATION | HOTEL BILTMORE BALLROOM |
| Beginning Nov. 7 | OPENING OF SPRING COLLECTIONS IN DALLAS. Contact: Dallas Fashion Center, 1101 Commerce St., Dallas, Texas. | | |
| Nov. 7- Nov. 11 | MEN'S AND BOYS' WEAR MARKET WEEK AT MERCHANDISE MART IN CHICAGO. Contact: The Merchandise Mart, Chicago 54, Illinois. | | |
| Beginning Monday Nov. 8 9:00 A.M. Breakfast | CRUISE AND SPRING JUNIOR COLLECTION Lanz will present junior dresses and separates for Cruise and Spring. Showings at 9:30 A.M. daily, following breakfast, for a two-week period. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150. | LANZ ORIGINALS, INC. | 1407 BROADWAY ROOM 2603 |
| Monday Nov. 8 9:00 A.M.- 11:00 A.M. | PREVIEW OF HOLIDAY TABLE SETTINGS James McCutcheon will present imported and domestic table cloths by Leacock; also, china, silver and center pieces. (Note Change of Date). By invitation only. Publicity: Kathryn Grimes, EL. 5-1000. | JAMES McCUTCHEON & CO. | MAIN FLOOR |
| Monday Nov. 8 10:30 A.M. | SHOWING OF SPRING SHOES AND BAGS "Eye-Appeal" collection of Town and Country Shoes and Bags for Spring 1955. By invitation. Publicity: Mrs. Eleanor Howard, CH. 4-3620. | TOWN & COUNTRY SHOES & BAGS | EMPIRE STATE BLDG. 69TH FLOOR |
| Beginning Monday Nov. 8 12:00 Noon | OPENING OF SPRING & RESORT COLLECTION "Lovely To Look At"---showing of Louis Goldstein's Resort and Spring coat and suit collection. (Show followed by luncheon). By invitation. Contact: Dorothy Levine, CH. 4-3512. | LOUIS GOLDSTEIN CO., INC. | 512 SEVENTH AVENUE SHOWROOM - 32ND FL. |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Beginning Monday | OPENING OF SPRING COLLECTION | HARVEY BERIN LTD. | 530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR |
| Nov. 8 4:00 P.M. | Harvey Berin's Spring collection at 4:00 P.M.; thereafter at 1:00 and 4:00 P.M. Contact: PE. 6-0206. | | |

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

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| Beginning Monday | LARRY ALDRICH CO., INC. | 530 Seventh Avenue | CH. 4-1872 |
| Nov. 8 | BEN BARRACK, INC. | 498 Seventh Avenue | LO. 4-3923 |
| | HARVEY BERIN LTD. | 530 Seventh Avenue | PE. 6-0206 |
| | WILLIAM FOX, INC. | 530 Seventh Avenue | OX. 5-4070 |
| | ED GERRICK, INC. | 550 Seventh Avenue | LO. 4-1820 |
| | A. GOODMAN & CO., INC. | 530 Seventh Avenue | WI. 7-4077 |
| | GRABOIS. | 498 Seventh Avenue | CH. 4-2767 |
| | JACK HORWITZ ASSOCIATES | 498 Seventh Avenue | LO. 4-1860 |
| | INTERNATIONAL DRESS CO. | 1400 Broadway. | LA. 4-7100 |
| | J L F ORIGINAL, INC. | 1372 Broadway. | WI. 7-3200 |
| | NAT KAPLAN, INC. | 498 Seventh Avenue | LO. 5-4115 |
| | DAVID LEVINE CO. | 530 Seventh Avenue | LA. 4-0237 |
| | PAUL PARNES CORP. | 498 Seventh Avenue | CH. 4-4600 |
| | PARNIS-LIVINGSTON | 530 Seventh Avenue | BR. 9-5012 |
| | BEN REIG, INC. | 498 Seventh Avenue | CH. 4-1542 |
| | RUDOLF GOWNS | 530 Seventh Avenue | WI. 7-6865 |
| | MARTIN SIMON, INC. | 498 Seventh Avenue | LA. 4-2877 |
| | HERBERT SONDHEIM, INC. | 530 Seventh Avenue | LA. 4-7540 |
| | FRANK STARR, INC. | 530 Seventh Avenue | LA. 4-7690 |
| | SUZANNE-AUGUSTINE, INC. | 1 West 47th Street | FL. 7-3465 |
| | HANNAH TROY, INC. | 530 Seventh Avenue | LO. 3-0988 |
| | SAMUEL WINSTON, INC. | 530 Seventh Avenue | CH. 4-2617 |
| | Contact: Leonard Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945. | | |

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| Beginning Monday | SPRING COAT AND SUIT COLLECTION | BAITCH & CASTALDI, INC. | 230 WEST 39TH STREET SHOWROOM - 12TH FL. |
| Nov. 8 | Daily showings of Spring collection. Contact: David Baitch, LO. 4-8220. | | |

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| Beginning Monday | SHOWING OF SPRING SUITS | SURREY CLASSICS | 498 SEVENTH AVENUE SHOWROOM - 16TH FL. |
| Nov. 8 | Surrey Classics' unlined suits for Spring at continuous daily showings. Contact: LA. 4-5111. | | |

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| Tuesday | FIRST ANNUAL FEBRUARY PROMOTION | MADemoISELLE MAGAZINE (575 MADISON AVENUE) | 1407 CLUB 1407 BROADWAY |
| Nov. 9-10 | "The Heart of Fashion"--showing of Spring fashions from "Mademoiselle's" | | |
| 8:30 A.M.-10:30 A.M. | February issue. For stores, by invitation only. Contact: Ninki Hart, PL. 9-2080, Ext. 295. | | |

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| Tuesday | PREVIEW: SPRING LINGERIE, INFANTS', CHILDREN'S WEAR | THE WILLIAM CARTER CO. | 100 PARK AVENUE SHOWROOM - 23RD FL. |
| Nov. 9 | "Carterama"--press preview of Carter's Spring and Summer lingerie, including nylon tricot for women and junior figures; infants', children's, men's and boys' wear. Also, premiere of a new Carter line for women. Showing: 9:30-10:30 A.M. Complete display before and after show. Publicity: Lois Gifford, BBD&O, 383 Madison Ave., EL. 5-5800. | | |
| 9:00 A.M. Breakfast | | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Nov. 9 9:00 A.M. Breakfast | COATS AND SUITS BY BONNIE CASHIN Preview of a special group of Travel and Spring coats and suits, designed by Bonnie Cashin for Mr. Siggy. For press and stores, by invitation only. Contact: Pat Wilson, CH. 4-3847. | SIGGY COAT CO. (512 SEVENTH AVENUE) | HAMPSHIRE HOUSE THE COTTAGE |
| Beginning Tuesday Nov. 9 10:30 A.M. | OPENING OF SPRING BRIDAL COLLECTION Murray Hamburger will present Spring bridal collection, designed by Gaston Mallet. Continuous showings thereafter. Contact: Florence Hamburger, BR. 9-2680. | MURRAY HAMBURGER & CO. | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| Beginning Tuesday Nov. 9 10:30 A.M. | SPRING COUTURE AND BOUTIQUE COLLECTIONS Jane Derby will present Spring couture and boutique fashions on Nov. 9, 10, 12 at 10:30 A.M. By invitation. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130. | JANE DERBY, INC. | 785 FIFTH AVENUE SHOWROOM - 5TH FLOOR |
| Tuesday Nov. 9 11:00 A.M. | SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Spring coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Daily trade showings of Frank Gallant collection with Brigance group, beginning Wednesday, Nov. 10 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7285. | FRANK GALLANT, INC. | 205 WEST 39TH STREET SHOWROOM - 5TH FLOOR |
| Tuesday Nov. 9 11:00 A.M. Coffee | PREVIEW OF NEW ELECTRONIC ORGAN The Minshall Organ Co. will preview their electronic home organ in new colors. Press invited. Publicity: Morris Silver at Publicity Corp. of America, OX. 7-1841. | THE MINSHALL ORGAN CO. | GOVERNOR CLINTON GREELEY ROOM |
| Tuesday Nov. 9 12:00 Noon | OPENING OF SPRING COLLECTION Collection for Spring at 12:00 noon daily. Contact: CH. 4-3488. | SEYMOUR JACOBSON | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Beginning Tuesday Nov. 9 1:00 P.M. | OPENING OF SPRING COLLECTION Showing of Hannah Troy's Spring collection at 1:00 P.M. daily. Contact: LO. 3-0988. Publicity: Gladys Steiner at Lester Harrison, MU. 9-1630. | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Beginning Tuesday Nov. 9 2:00 P.M. | OPENING: SPRING COAT AND SUIT COLLECTIONS Showings at 2:00 P.M. of Belliciano and Belliciette (5'4" and under) Spring coats and suits. Publicity: Peggy Cantor at Dave Bellsey, LA. 4-2036. | DAVE BELLSEY CO., INC. | 512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR |
| Tuesday Nov. 9 2:30 P.M. | PREVIEW OPENING: SPRING COATS AND SUITS Arthur Jablow will present his Spring collection of couture coats and suits to the press and buyers. Trade showings daily thereafter at 10:30 A.M. Publicity: Rose Hilton, MU. 5-5133. | ARTHUR JABLOW, INC. | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Beginning Tuesday Nov. 9 2:30 P.M. | OPENING OF SPRING COLLECTION David Levine will present his Spring collection at 2:30 P.M. daily. Contact: Miss Fritz, LA. 4-0237. | DAVID LEVINE CO. | 530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Nov. 9 3:30 P.M. | PREVIEW OF SPRING COLLECTION Preview for press and buying offices of Spring dresses, suits and ensembles. By invitation only. <u>Showings daily thereafter at 11:30 and 3:30.</u> Publicity: Betty Yarmon, LO. 4-9194. | ABE SCHRADER CORP. | 530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Wednesday Nov. 10 12:00 Noon Luncheon | PREVIEW OF SPRING DRESS COLLECTION Dan Keller's press preview of casual and sport dresses and emsembles. By invitation only. Continuous thereafter. Publ.: Margaret Hodge, BR.9-2643. | DAN KELLER CO., INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Wednesday Nov. 10 12:30 P.M. Luncheon | FASHIONS IN FABRICS BY STEHLI AT LUNCHEON "Moonlight, Roses, and You"--Best & Company will present fashions by leading designers in Stehli fabrics, and featuring a group of Stehli silks imported from Switzerland. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Stehli Publicity: Anita Pine, WI.7-3000. Best Publicity: Gay Stearns, PL. 9-2000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000. | BEST & COMPANY | HOTEL PIERRE COTILLION ROOM |
| Cancelled Nov. 10 | NETTIE ROSENSTEIN-BONWIT TELLER LUNCHEON SHOW, ORIGINALLY SCHEDULED FOR NOV. 10 AT WALDORF-ASTORIA, HAS BEEN CANCELLED. | | |
| Wednesday Nov. 10 12:30 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW Showing of fur collection during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. (<u>Note Change of Date</u>). Aronowicz Contact: PL. 3-2698. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | ARONOWICZ FURS | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Nov. 10 4:00 P.M.- 6:00 P.M. Cocktails | NATIONAL JUNIOR DRESSMAKING CONTEST Selection of outstanding teenage home seamstresses of the U.S. and Canada. Fashion show and awarding of prizes to four national winners of Junior Dressmaking Contest. By invitation only. Publicity: Anne Cunningham, Young & Rubicam, 285 Madison Avenue, MU. 9-5000. | SINGER SEWING MACHINE CO. | SAVOY PLAZA HOTEL GOLD ROOM |
| Wednesday Nov. 10 4:00 P.M.- 6:00 P.M. | PREVIEW OF EUROPEAN DECORATIVE ARTS Informal reception and preview (in advance of the official opening) of the Metropolitan Museum's thirty new galleries of European Decorative Arts and four new 18th Century period rooms. New members of the League will be honor guests. Admission: \$2.00 per person. Contact: Josephine M. Brush, MU. 7-8122. | NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.) | MET. MUSEUM OF ART FIFTH AVE. & 81ST ST. |
| Thursday Nov. 11 12:00 Noon Luncheon | HOME FURNISHINGS LUNCHEON MEETING "The Fine Italian Hand"--furnishings, fashions, display. Speakers: James Marston Fitch, Columbia University; Olga Gueft, editor, "Interiors"; Enrico Peressutti, architect from Milan. Showing of Triennale Slides - commentator: Louis Goodenough, editor "Retailing Daily". Italian Import showing - commentator: Miriam Lippincott, fashion consultant. Exhibition of imports in the Foyer, 11:30 A.M. to 3:00 P.M. Co-chmn: Margaret Hockaday, Hockaday Assoc.; Louise Nickerson, The Murrill Co. Price: \$7.50. members; \$8.00, guests. Contact: Fashion Group, 9 Rockefeller Plaza, CI. 7-3940. Publ.: Ruth Hammer Assoc., 2 W. 59 St., EL. 5-7872. | FASHION GROUP; NAT'L HOME FASHIONS LEAGUE | WALDORF-ASTORIA BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Nov. 11 1:00 P.M. Luncheon | HAND-KNIT FASHIONS DURING LUNCHEON Susan Levrant will show her collection of custom-made hand-knit fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Susan Levrant Publicity and Plaza Fashion Dir.: Mary Alice Rice, CI.6-1790. | SUSAN LEVRANT (108 WEST 57TH ST.) | HOTEL PLAZA TERRACE ROOM |
| Thursday Nov. 11 4:00 P.M. Cocktails | PRESS PARTY AND MILLINERY SHOW Reggie of Wilshire will meet the press and present a brief showing of Spring hats. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | REGGIE OF WILSHIRE | 65 WEST 39TH STREET SHOWROOM - 20TH FLOOR |
| Monday Nov. 15 3:00 P.M. | PREVIEW OF SPRING DRESSES FOR JUNIORS Preview for press and buying offices. By invitation only. Trade showings, beginning Tues., Nov. 16 at 3:00 P.M.; daily thereafter at 10:30 A. M. and 3:00 P.M. Contact: Ray Horwitz, LO. 4-1860. | JACK HORWITZ ASSOCIATES | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Tuesday Nov. 16 9:30 A.M. Coffee | PRESS PREVIEW OF RESORT FASHIONS "Voyager" spectator Sportswear and Polly Hornburg's "Calypso" beachwear, playclothes and dressy separates. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | 3RD FLOOR SALON MODERNE |
| Tuesday Nov. 16 12:30 P.M. Luncheon | HOLIDAY AND RESORT FASHIONS AT LUNCHEON Jay Thorpe will present Holiday and Resort fashions by Martini. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity---Jay Thorpe: Jane Negbaur, JU. 6-1000; Martini: Mildred Kaldor, MU. 9-5420. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | JAY THORPE | WALDORF-ASTORIA EMPIRE ROOM |
| Beginning Tuesday Nov. 16 | OPENING OF RESORT AND SPRING COLLECTION Showing of Eleanora Garnett's Resort and Spring wholesale collection of daytime, cocktail and evening dresses. By appointment. Contact: Ruth Lynford, EL. 5-5275. | ELEANORA GARNETT | 47 EAST 51ST STREET SALON |
| Wednesday Nov. 17 12:30 P.M. Luncheon | PAULINE TRIGERE'S FASHIONS AT LUNCHEON Fashions by Pauline Trigere, available at Bonwit Teller, will be presented at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | BONWIT TELLER | HOTEL PIERRE COTILLION ROOM |
| Wednesday Nov. 17 12:30 P.M. Luncheon | SHOWING OF FASHIONS BY COUNTESS ALEXANDER Dresses for cocktail wear will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | DE PINNA | WALDORF-ASTORIA EMPIRE ROOM |
| Thursday Nov. 18 9:00 A.M. Breakfast | PRESS PREVIEW OF HOSIERY FASHIONS "Dress for the Stocking"---preview of the new textures, patterns, colors and color reflections in hosiery. Showing at 9:30 A.M. By invitation only. Contact: Helen Sisson at Phoenix, PE. 6-6868. | PHOENIX HOSIERY CO. (350 FIFTH AVENUE) | HOTEL PIERRE BALLROOM FOYER |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Nov. 18 12:30 P.M. Luncheon | "WOOL GATHERING" FOR THE PRESS The press will meet creators of Strathmore's fashions in woollens. By invitation only. Publicity: Pauline Parker, Maybruck Assoc., LE. 2-9994. | STRATHMORE FABRICS | HOTEL PIERRE ROOF GARDEN |
| Thursday Nov. 18 1:00 P.M. Luncheon | EVENING FASHIONS AT LUNCHEON SHOW Russeks will present evening fashions and furs during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | RUSSEKS FIFTH AVENUE | HOTEL PLAZA PERSIAN ROOM |
| Thursday Nov. 18 2:30 P.M. Dessert | PREVIEW OF "CREST LINEN" SPORTSWEAR Presentation of Rosecrest's new "Crest Linen" sportswear collection of coordinates and skirts, in new fashion colors. For press and resident buyers, by invitation only. Visiting buyers by reservation. Contact: Leon Rosenberg, CH. 4-5584. | ROSECREST MFG. CO. | 1407 BROADWAY SHOWROOM - 34TH FLOOR |
| Monday Nov. 22 1:00 P.M. Luncheon | BOUTIQUE AND FUR FASHIONS AT LUNCHEON Showing of blouses, skirts and dresses by Valia; and Maison Leon's fur fashions. Press by invitation. Public by reservation; contact: PL. 9-3000. Ext. 176. Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | VALIA'S BOUTIQUE & MAISON LEON FURS, LTD. | HOTEL PLAZA TERRACE ROOM |
| Tuesday Nov. 23 12:30 P.M. Cocktails- Luncheon | PRESS PREVIEW OF B.G.E. ORIGINALES A showing of the Spring button line, with special emphasis on original designs from England, France, Italy, Holland, Austria and Western Germany. Luncheon at 1:00 P.M. By invitation only. Contact: Robert F. Boschen, Pres., Bailey, Green & Elger, MU. 4-3260. | BAILEY, GREEN & ELGER (136 MADISON AVENUE) | WALDORF-ASTORIA ASSEMBLY SUITE |
| Tuesday Nov. 23 8:00 P.M. Dinner- Dance | "PARTY OF THE YEAR" FOR COSTUME INSTITUTE "The Crystal Ball"---seventh annual "Party of the Year" for benefit of Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$60.00 each; contact: Mrs. Mildred Wincor, Costume Institute, Metropolitan Museum, TR. 9-5500. | COSTUME INSTITUTE--- MET. MUSEUM OF ART | WALDORF-ASTORIA GRAND BALLROOM |
| Monday Dec. 6 9:30 A.M. Breakfast | "FIGURE FLATTERY IN DUPLICATE" Rubber Fabrics Company will invite press and resident buying offices to advance preview of "shape insurance" made with Brafoam by leading American manufacturers. Twin models will coordinate these bras with high fashions. By invitation only. Publicity: Albert Millet, 261 Fourth Ave., GR. 7-6610. | RUBBER FABRICS CO., BRAFOAM SUPPLIERS | HOTEL PIERRE COTILLION ROOM |
| Tuesday Dec. 7 12:30 P.M. Luncheon | FASHIONS BY LEADING CANADIAN DESIGNERS The Association of Canadian Couturiers, in cooperation with the Canadian Government, will present fashions and accessories from 12 leading designers -- with Canadian models. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. | ASSOCIATION OF CANADIAN COUTURIERS | HOTEL PIERRE COTILLION ROOM |

MOVIES...MUSIC...THEATRE...BALLET...OPERA

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| Sunday | OPENING: BALLETS ESPAGNOLS | MARK HELLINGER THEATRE, B'WAY & 51ST ST. |
| Oct. 31- | Ballets Espagnols, featuring Teresa and Luisillo. Singer: Maria Vivo. | |
| Nov. 28 | Flamenco singer: Nini de Almaden. Guitarist: Jose Romero. Prices: \$1.50-\$4.60. Publicity: Bennett & Pleasant, 37 W. 52nd St., EL. 5-4147. | |
| Monday | PREMIERE: "THE DETECTIVE" (Movie) | FINE ARTS THEATRE, 130 E. 58TH STREET |
| Nov. 1 | Columbia Pictures-Facet production, starring Alec Guinness in the comedy based on G.K. Chesterton's "Father Brown" stories with Joan Greenwood and Peter Finch co-starred. Producer: Paul F. Moss. Director: Robert Hamer. Costumes: Julia Squire. Columbia Publicity: Hortense Schorr, CI. 5-5000. | |
| Wednesday | OPENING: "QUADRILLE" | CORONET THEATRE, 230 WEST 49TH STREET |
| Nov. 3 | John C. Wilson and H.M. Tennent, Ltd. will present Alfred Lunt, Lynn Fontanne, Brian Aherne, Edna Best in a romantic comedy by Noel Coward. Featuring: Brenda Forbes, Dorothy Sands, Jerome Kilty. Directed by Alfred Lunt. Settings & costumes: Cecil Beaton. Publicity: Willard Keefe, CH. 4-1401; or Dave Tebet, JU. 6-0299. | |
| Beginning | OPENING: N.Y. CITY BALLET | CITY CENTER, 131 WEST 55TH STREET |
| Wednesday | The New York City Ballet will present "The Nutcracker" for a 4-week engagement only. Featuring: Janet Reed, Tanaquil LeClercq, Diana Adams, Patricia Wilde, Andre Eglevsky. Choreography: George Balanchine. Scenery: Horace Armistead. Lighting: Jean Rosenthal. Costumes: Karinska. Prices: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185. | |
| Nov. 3- | | |
| Dec. 5 | | |
| Thursday | OPENING: "FANNY" | MAJESTIC THEATRE, 243 WEST 44TH STREET |
| Nov. 4 | David Merrick and Joshua Logan will present the musical version of Marcel Pagnol's trilogy with book by S.N. Behrman and Mr. Logan (also Director). Music and lyrics by Harold Rome. Starring: Ezio Pinza and Walter Slezak with Florence Henderson, William Tabbert, Nejla Ates. Settings and lighting: Jo Mielziner. Choreography: Helen Tamiris. Costumes: Alvin Colt. Publicity: Dick Weaver, MU. 5-0210 or LA. 4-0385. | |
| Monday | OPENING: METROPOLITAN OPERA | METROPOLITAN OPERA HOUSE, B'WAY & 39TH |
| Nov. 8 | Grand opening of the 1954-55 Metropolitan Opera's 70th season, with presentation of scenes from Aida, La Boheme, Barber of Seville and Prologue to Pagliacci. Publicity: Francis Robinson, PE. 6-1200. | |
| 8:00 P.M. | | |
| Wednesday | PREMIERE: "PHFFFFT" (Movie) | LOEW'S STATE, BROADWAY & 45TH STREET |
| Nov. 10 | Columbia Pictures' romantic comedy of marital mixup starring Judy Holliday, Jack Lemmon, Jack Carson and Kim Novak, with Luella Gear, Donald Randolph, Donald Curtis. Producer: Fred Kohlmar. Director: Mark Robson. Costumes: Jean Louis. Columbia Publicity: Hortense Schorr, CI. 5-5000. | |
| Thursday | PREMIERE: "AIDA" (Movie) | LITTLE CARNEGIE, 146 WEST 57TH STREET |
| Nov. 11 | Sol Hurok will present Verdi's "Aida" in Ferraniacolor, released by the I.F.E. Releasing Corp., with Sophia Loren as Aida - sung by Renata Tebaldi; Los Maxwell as Amneris - sung by Ebe Stignani; Luciano Della Marra as Radames - sung by Giuseppe Campora. Producers: Ferruccio de Martino and Federico Teti. Director: Clemente Fracassi. Costumes: Maria De Matteis. I.F.E. Contact: Marjorie Thirer Geiss, LO. 4-4843. | |
| Tuesday | OPENING: "WEDDING BREAKFAST" | 48TH STREET THEATRE, 158 WEST 48TH ST. |
| Nov. 16 | Kermit Bloomgarden will present the new comedy-drama by Theodore Reeves with Lee Grant, Harvey Lembeck, Anthony Franciosa, Virginia Vincent. Director: Herman Shumlin. Publ.: James Proctor, VA. 6-5084. | |